

Message Text

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PAGE 01 TOKYO 08935 190148Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----025067 191336Z /64
R 180749Z MAY 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 8027
INFO USDOC WASHDC

UNCLAS TOKYO 08935

E.O. 11652: NA
TAGS: EPAP, BEXP, JA
SUBJECT: FIFTH TOKYO INTERNATIONAL GOOD LIVING SHOW
HELD APRIL 28 - MAY 5

REF: OSAKA-KOBE 492

1. SUMMARY. FIFTH TOKYO INTERNATIONAL GOOD LIVING SHOW
HELD APRIL 28 TO MAY 5 DREW LARGE CROWDS AND FEATURED
MANY EXHIBITORS OF KITCHEN AND BATHROOM EQUIPMENT AND
HOME FURNISHINGS FROM EUROPE AND JAPAN. ONLY TWO U.S.
FIRMS HAD EXHIBITS. SIX MODEL HOMES WERE DISPLAYED,
INCLUDING TWO FROM CANADA. MAJOR JAPANESE INTEREST
WAS EVIDENT IN WESTERN STYLE KITCHENS AND BATHROOMS.
END SUMMARY.

2. THE RECENTLY HOLD 5TH TOKYO INTERNATIONAL GOOD
LIVING SHOW HELD IN HARUMI APRIL 28-MAY 5 WAS MUCH
MORE SPECIALIZED AND EXTENSIVE IN THE CONSTRUCTION
MATERIALS, WOOD PRODUCTS, AND HOME PRODUCTS AREAS
THAN THE MORE PUBLICIZED OSAKA INTERNATIONAL TRADE
FAIR HELD IN OSAKA, APRIL 18-21. UNFORTUNATELY, THE
TOKYO SHOW HAD ONLY TWO U.S. PARTICIPANTS; OREGON
UNICRAFT COMPANY'S TOKYO REPRESENTATIVE HAD A BOOTH
DISPLAYING ONE OF THEIR IMPORTED KITCHEN CABINET LINES,
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AND RONDO HOMES OF CALIFORNIA HAD A PARTIAL UNIT DISPLAY
OF THEIR ROUND, MULTISEGMENTED HOMES.

3. THE EXHIBITS INCLUDED 6 COMPLETE MODEL HOMES; ONE,
SPONSORED BY CANADA, WAS AN EXAMPLE OF THE "2 X 4"
PLATFORM FRAME TECHNIQUE. IT WAS A MAJOR IMPROVEMENT
OVER THE JOINT U.S. WESTERN WOOD PRODUCT AND CANADIAN

COFI DISPLAY IN OSAKA (REFTEL). CANADA ALSO HAD A BARN SHAPED "CANADIAN CEDAR HOUSE" UNIT WHICH WAS A BIT UNCONVENTIONAL FOR JAPANESE TASTES, BUT DID ILLUSTRATE SOME GOOD NORTH AMERICAN BUILDING TECHNIQUES. A HOUSE DISPLAY WHICH EVOKED A CONSIDERABLE AMOUNT OF INTEREST WAS A NORWEGIAN "VIKING HOUSE" BUILT OF HEAVY, INTERLOCKING, SLIGHTLY OVAL SHAPED TIMBERS. IT WAS PROMOTED AS BEING IDEAL FOR MOUNTAIN CABINS OR HOUSING IN COLD AREAS SUCH AS HOKKAIDO.

4. THE MOST NOTEWORTHY ASPECT OF THE FAIR WAS THE ATTENDANCE AT WESTERN STYLE KITCHEN AND BATHROOM EXHIBITS. SEVERAL EXHIBITORS CONFIRMED TO EMBOFF THAT INTEREST IN THESE AREAS WAS MUCH HIGHER THAN IN ANY PREVIOUS SHOW. THE UNICRAFT EXHIBITOR SAID HE FELT U.S. KITCHEN AND BATHROOM PRODUCTS HAD A COMPETITIVE ADVANTAGE OVER MOST JAPANESE AND EUROPEAN STYLES BECAUSE OF THE MOLDED CABINET AND SHELF DESIGNS WHICH, WITH SOFTER, ROUNDED SHAPED AND ANTISPILL FEATURES, APPEALED TO MANY JAPANESE HOUSEWIVES.

5. SINCE THIS SHOW IS REPEATED ONLY IN EVEN NUMBERED YEARS, THE EMBASSY FEELS A USTC EXHIBITION IN 1979 OF U.S. KITCHEN AND BATHROOM CABINETS, FIXTURES, AND EQUIPMENT WOULD BE OF MAJOR INTEREST AND HAVE A HIGH PROBABILITY OF SUCCESS. MANSFIELD
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Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS
Control Number: n/a
Copy: SINGLE
Draft Date: 18 may 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO08935
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780211-0438
Format: TEL
From: TOKYO
Handling Restrictions:
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780542/aaaabjvn.tel
Line Count: 94
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 685a8c9a-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: ONLY
Reference: 78 OSAKA KOBE A-492
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2645351
Secure: OPEN
Status: NATIVE
Subject: FIFTH TOKYO INTERNATIONAL GOOD LIVING SHOW HELD APRIL 28 - MAY 5
TAGS: EPAP, BEXP, JA
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/685a8c9a-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014